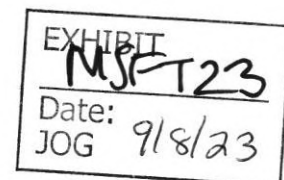# EXHIBIT 18
REDACTED
(Unredacted copy filed under seal)

Document Provided Natively

John, Ben - https://microsoft-my.sharepoint.com/personal/be REDACTED com/Documents/MigratedXandr/MACBOOKPRO/Xandr-NEW/2022/MSFt Strategy/V2/Thinking....pptx

EXHIBIT
MSFT23
Date:
JOG 9/8/23

MSFT-LIT-0000030367

Xandr Integration Architecture

REDACTED

Grey – In Planning, Green – Working well, Yellow – Needs improvement

Revenue Synergies

REDACTED

REDACTED

REDACTED

REDACTED

Cost Synergies

Xandr Incremental Costs & Synergies

REDACTED

REDACTED

REDACTED

Product Architecture

FY 23

FY 24

REDACTED

	Native	Video	Mobile	CTV	DOOH	Display
Agencies						
Marketers						
Builders						
Trade Desks						
SMBs						

REDACTED

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